

**Listing of Claims**

1-20 (Canceled)

21. (New) A method for displaying visual information, comprising:
  - receiving a digital signal including channel data and product information containing at least one URL;
  - controlling a screen to simultaneously display the channel data and URL;
  - receiving a user-initiated signal indicating selection of the URL; and
  - accessing information from a network address corresponding to the URL, wherein the URL corresponds to a product appearing in the displayed channel data.
22. (New) The method of claim 21, wherein the product information is received in a packet which includes:
  - a payload including the URL; and
  - a header containing an identifier which indicates that the packet is carrying product information.
23. (New) The method of claim 21, wherein the digital signal includes a time code for synchronizing display of the URL with the channel data.
24. (New) The method of claim 21, wherein the product information is included in a service information field of the digital signal.

25. (New) The method of claim 21, further comprising:  
storing the product information in a memory separate from the channel data.
26. (New) The method of claim 21, wherein controlling includes:  
controlling the screen to simultaneously display the URL and a still frame of  
the channel data.
27. (New) The method of claim 26, wherein the URL is displayed in association  
with a pointer which points to a product shown in the still frame.
28. (New) The method of claim 26, wherein the URL is displayed in association  
with a product which is highlighted in the still frame.
29. (New) The method of claim 21, wherein controlling includes:  
controlling the screen to display an image with the URL and channel data.
30. (New) The method of claim 29, wherein the image bears a resemblance to a  
product associated with the URL.
31. (New) The method of claim 30, wherein the image includes an icon associated  
with the product.

32. (New) The method of claim 21, wherein controlling includes:  
controlling the screen to simultaneously display a plurality of URLs with the channel data, wherein each of the URLs corresponds to a different product appearing in the displayed channel data.
33. (New) The method of claim 32, wherein the URLs are displayed in a scrollable list over the channel data.
34. (New) The method of claim 21, wherein the product information includes a product code which is displayed in association with the URL and channel data.
35. (New) The method of claim 21, wherein the screen is a screen of a Web-TV.
36. (New) The method of claim 21, wherein the URL and channel data are displayed in response to activation of a control button.
37. (New) The method of claim 21, further comprising:  
controlling display of the information accessed from the network address.
38. (New) The method of claim 37, wherein the accessed information includes at least one of price information, product appearance information, a name, and a product code.

39. (New) The method of claim 21, wherein controlling includes:  
controlling the screen to simultaneously display the URL and an infra-coded  
picture of the channel data.

40. (New) A television controller, comprising:  
a data separator which separates a digital signal into channel data and service  
data including product information containing at least one URL;  
a section filter which separates the product information from other forms of  
service data;  
a control circuit which controls a television screen to simultaneously display  
the channel data and URL, and to process a user-initiated signal indicating selection of the  
URL; and  
a network interface which accesses information from a network address  
corresponding to the URL, wherein the URL corresponds to a product appearing in the  
displayed channel data.

41. (New) The controller of claim 40, wherein the product information is in a  
packet which includes:  
a payload including the URL; and  
a header containing an identifier indicating that the packet is carrying product  
information.

42. (New) The controller of claim 40, wherein the section filter separates the product information from other types of information based on the identifier included in the header.
43. (New) The controller of claim 41, wherein said other information includes at least one of electronic program guide information and program specific information.
44. (New) The controller of claim 42, wherein the digital signal includes a time code for synchronizing display of the URL with the channel data.
45. (New) The controller of claim 40, wherein the product information is included in a service information field of the digital signal.
46. (New) The controller of claim 40, further comprising:  
a memory for storing the product information separately from the channel data.
47. (New) The controller of claim 40, wherein the control circuit controls the screen to simultaneously display the URL and a still frame of the channel data.
48. (New) The controller of claim 47, further comprising:  
a graphics generator which generates a pointer,

wherein the control circuit displays the URL in association with the pointer, which points to a product shown in the still frame.

49. (New) The controller of 47, wherein the control circuit controls display of the URL in association with a product which is highlighted in the still frame.

50. (New) The controller of claim 40, wherein the control circuit controls the screen to display an image with the URL and channel data.

51. (New) The controller of claim 50, wherein the image bears a resemblance to a product associated with the URL.

52. (New) The controller of claim 51, wherein the image includes an icon associated with the product.

53. (New) The controller of claim 40, wherein the control circuit controls the screen to simultaneously display a plurality of URLs with the channel data, wherein each of the URLs corresponds to a different product appearing in the displayed channel data.

54. (New) The controller of claim 53, wherein the URLs are displayed in a scrollable list over the channel data.

55. (New) The controller of claim 40, wherein the product information includes a product code which is displayed in association with the URL and channel data.

56. (New) The controller of claim 40, wherein the URL and channel data are displayed in response to activation of a control button.

57. (New) The controller of claim 40, wherein the control unit controls display of the information accessed from the network address through the network interface.

58. (New) The controller of claim 57, wherein the accessed information includes at least one of price information, product appearance information, a name, and a product code.

59. (New) The controller of claim 40, wherein the control unit controls the screen to simultaneously display the URL and an infra-coded picture of the channel data.

60. (New) The controller of claim 40, further comprising:  
a frame composer which forms an item selection video frame for allowing viewer selection of a product associated with the URL.

61. (New) A controller for a Web-TV, comprising:

a network interface which receives data streams of program information and product information containing at least one URL;

a memory for storing the product information;

a frame composer which forms an item selection video frame for allowing viewer selection of a product associated with the URL; and

a control circuit which controls a screen to simultaneously display the program information and URL, and to process a user-initiated signal indicating selection of the URL, wherein the network interface accesses web-page data associated with the selected URL and the control circuit controls display of the Web-page data on the screen.

62. (New) The controller of claim 61, wherein the data streams are broadcast in multi-casting format.

63. (New) The controller of claim 61, wherein the data streams are broadcast in uni-casting format.

64. (New) The controller of claim 61, wherein, when the data streams omit information linking the program and product information, the control circuit generates linking information to allow the program and product information to be simultaneously displayed on the screen.

65. (New) The controller of claim 61, wherein the control circuit simultaneously displays the URL and one of a still frame or infra-coded picture of the program information.